



**CENTRO ESTERO INTERNAZIONALIZZAZIONE**  
**PIEMONTE** *Agency for Investments, Export and Tourism*

Promoted by Regione Piemonte and Chambers of Commerce



## Piemonte: facts and figures

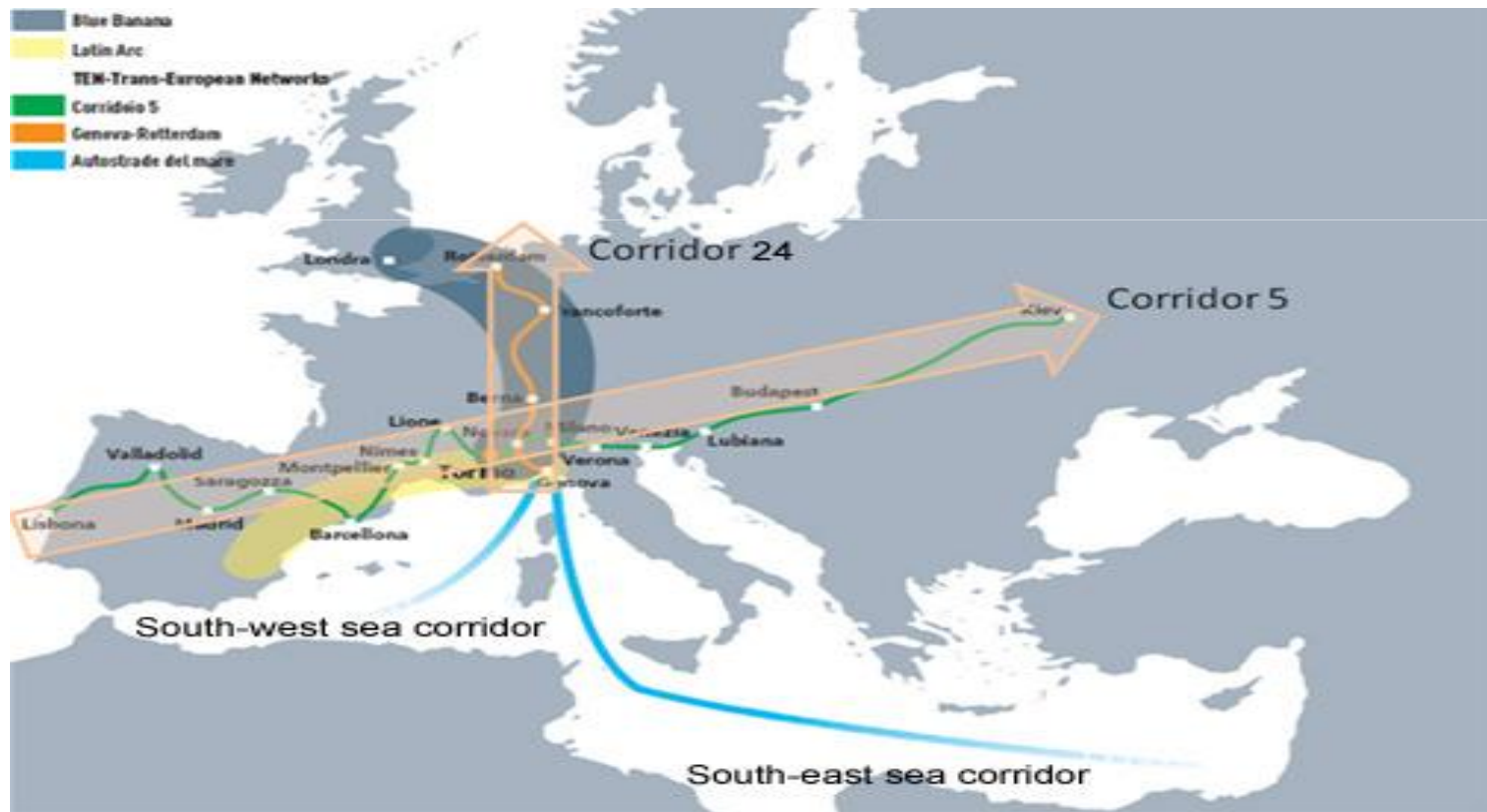
- **Capital City:** Torino
- **Piemonte Inhabitants:** 4.4 million (7.4 % of the national total)
- **GDP:** € 126 billion (8.1% of the national total)
- **Export:** € 37 billion (10.3% of the national total)
- **Companies:** 468.000 (7,7% of the national total)
- **Wage-earning population:** 1.880 million people
- **R&D:** 4 universities, over 220 private and public R&D centres, 380 labs, 6 S&T Parks, 12 Innovation Hubs, incubators
- **1° Italian region** for expenditure on innovation in the manufacturing sector
- **1° Italian region** for private investment in R&D
- **1° Italian region** for hi-tech patents





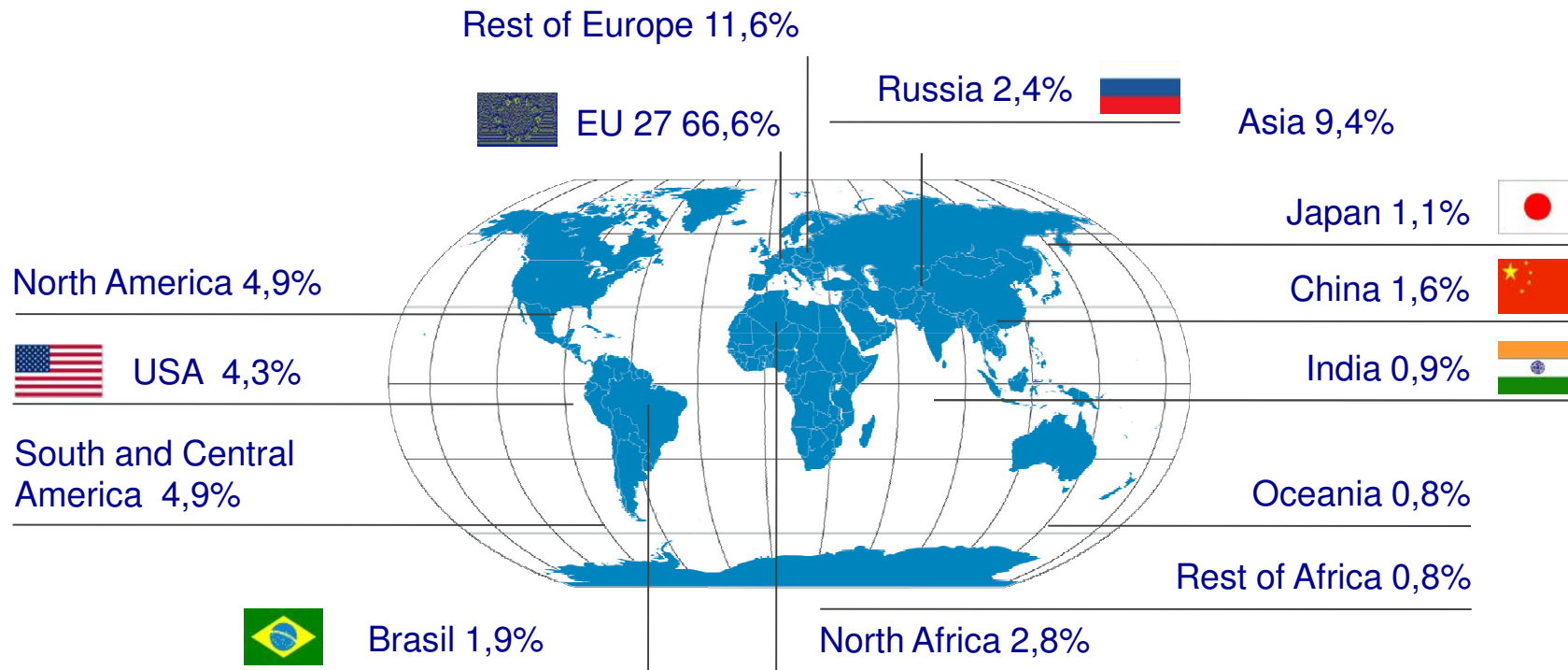
## The gate to a market of 500 million people

- Three main markets within short reach: Western EU, Eastern EU, Africa and Middle East
- EU population (27 member states): 497 mln (Source: Eurostat 2008)
- Eurozone population (19 out of 27 member states): 275 mln (Source: Eurostat 2008)





# Export: destinations



Source: Torino Chamber of Commerce on Istat data (2008)



## An innovation - oriented system open to foreign companies

- Solid industrial tradition
- Top level research activities
- Financial support



Over 660 foreign companies have chosen to locate in Piemonte





# Science & Technology Parks



Companies	Employees for company	Labs
35	14,3	5



60	8,3	10
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2	7	2
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14	10,7	3
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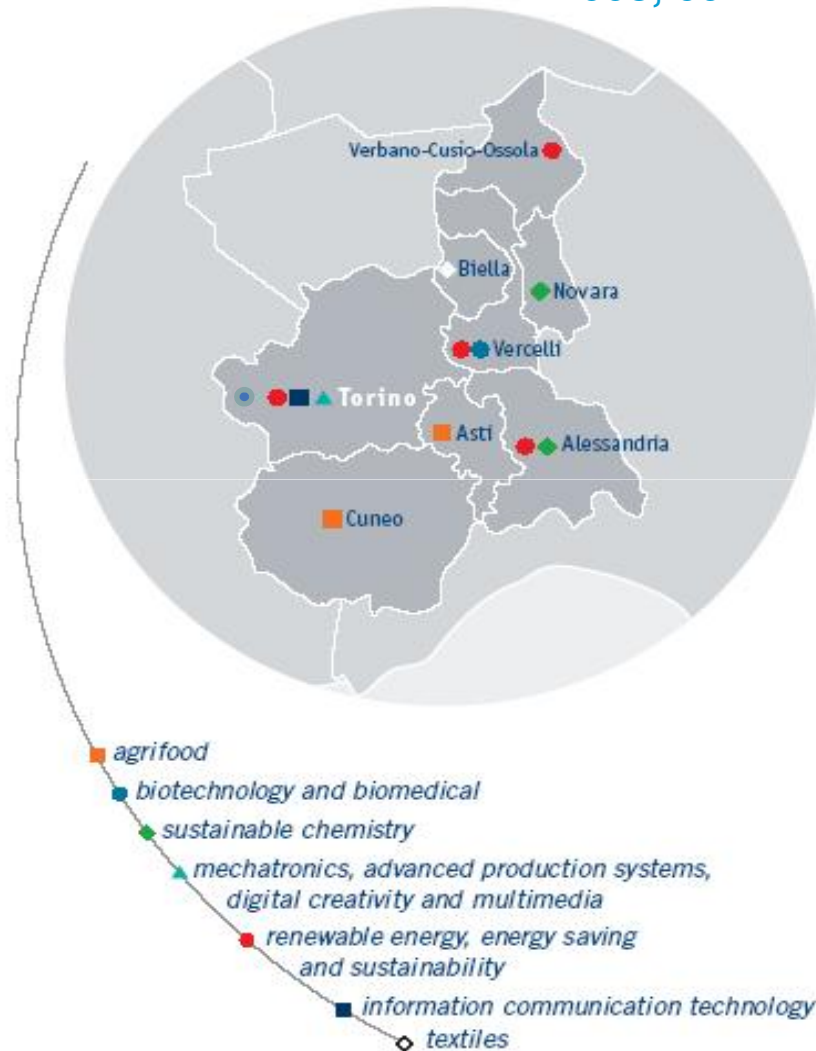


52	23	14
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# Innovation Hubs

In 2008, 60 million € devoted to the creation of 12 innovation hubs



- Agri-food (Cuneo and Vercelli)
- Biotechnology and biomedical engineering (Canavese and Vercelli)
- Green chemicals (Novara)
- New materials (Alessandria)
- Digital creativity and multimedia (Torino)
- Sustainable architecture and hydrogen (Torino)
- Renewable energy and bio-fuels (Tortona)
- Fittings, systems and components for renewable energies (Verbanco-Cusio-Ossola)
- Renewable energies and micro hydro (Vercelli)
- ICT (Canavese and Torino)
- Mechatronics and advanced manufacturing systems (Torino)
- Textile (Biella)



# Human capital

## Top level universities:

- University of Torino (one of the most ancient -1404 - and prestigious Italian Universities)
- Polytechnic of Torino (over 800 R&D projects with companies)
- University of Eastern Piemonte
- University of Gastronomic Sciences (first and only in EU)
- 100,000 students enrolled in Piemonte universities

## Key international organisations run training centres in Torino :

- ILO-ITC, International Training Center of the International Labour Organisation
- UNICRI United Nations Interregional Crime and Justice Research Institute
- The United Nations System Staff College
- The European Training Foundation (ETF), the EU agency which supports education and training in countries surrounding the EU economies
- ESCP/EAP, European School of Management, leading international business school (Berlin, Madrid, London, Paris, Torino)







# Piemonte: unique capabilities and manufacturing variety

**Automotive**

**Sustainable mobility  
and ITS**

**Aerospace**

**Information Communication  
Technology**

**Life sciences and  
nanotechnologies**

**Environment**

**Industrial design**

**Home system:  
Stones & Marbles, Household goods,  
Sanitary fittings**

**Agro-food, wines & spirits**





# Automotive

The region is home to a **unique automotive district**, an extraordinary concentration of **know-how** and **skills**.

- **entire design and production cycle:** styling, prototyping, engineering, tooling, plants, robotics, automation, components modules, series and niche production
- 900 companies, 92,000 employees, over € 22 billion turnover
- 3,4 billion € export of car components (42,4% of the national total)
- 2,3 billion € export of cars, commercial/industrial vehicles
- 50% of European automotive patents are from Piemonte
- More than 100 million cars manufactured around the world with made in Piemonte design, know-how and components



[www.fromconcepttocar.com](http://www.fromconcepttocar.com)  
Best international Project 2009

*From Concept to Car offers free of charge international buyers a valuable support in outsourcing activities by getting in touch with a pool of 150 top class companies from Torino-Piemonte. Project devised and promoted by the Torino Chamber of Commerce and managed by Piemonte Agency.*





# Automotive excellences





## Sustainable mobility and ITS

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Torino and Piemonte are today the **emerging convergence axis of all sciences related to sustainable mobility and ITS.**

- Vehicle research: style studios, design firms, high engineering know-how
- Fuel cells, solar cells and hydrogen technologies
- New generation of small and clean vehicles
- Electrical hybrid vehicles
- New generation of diesel and hybrid engines
- Info-mobility advanced technologies
- “Smart” technologies for safety drive
- Over 150 public and private R&D centres active in the ITS field
- More than 2.000 ITS skilled operators
- Candidature of Torino as center for the standardization and certification of road mobility at European level





# Sustainable mobility and ITS excellences



LAB



GM Powertrain Europe





# Aerospace

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The area surrounding Torino is home to an important **aerospace and defence pole**.

- **Technical-productive specialisation** in manufacturing and technical services (R&D, project design, IT etc.): aircraft, motors, propellers, satellites, infrastructures, ground and on-board control systems etc.
- Five international players: Alenia Aeronautica, Avio Group, Microtecnica, Selex, Thales Alenia Space
- 300 SMES
- 10.000 employees
- 2,5 billion € turnover



[www.torinopiemonteaerospace.com](http://www.torinopiemonteaerospace.com)

*Torino Piemonte Aerospace provides international buyers with a free preferential channel to meet and start business with 85 top class aerospace & defence selected enterprises based in Piemonte. The project is promoted by the Torino Chamber of Commerce and managed by Piemonte Agency.*



[www.centroestero.org](http://www.centroestero.org)



# Aerospace excellences

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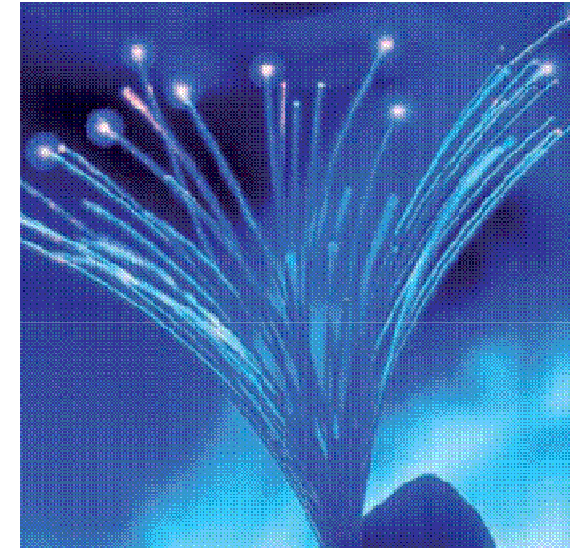




# Information Communication Technology

Piemonte offers a **complete ICT sector** featuring excellence in integrated circuits design and software development.

- **All ranges of specialisation:** multimedia, security, ITS, ERP, industrial automation, telecommunications, finance, hardware/firmware development.
- Over 2.000 researchers (almost 20% of the Italian total)
- World class players and 8.000 SMES
- Export of ICT goods: € 324,4 million (6,4% of the national share)
- International standing centres and competencies in reaserch, education and training
- Innovation Hub:



[www.thinkupict.org](http://www.thinkupict.org)

*Think Up offers a free reserved lane to meet and develop business with 80 top class companies from Piemonte. The project is promoted by the Torino Chamber of Commerce and managed by 3 technical partners: Piemonte Agency, Torino Wireless Foundation and CSI Piemonte.*



[www.centroestero.org](http://www.centroestero.org)





# Information Communication Technology excellences

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# Life sciences and nanotechnology

Piemonte, the new centre for lifescience and nanotechnologies: **expertise, high technology and new applications.**

- Strategic position in the center of one the most dynamic biotech areas in Europe
- 2° Italian region for Biotech companies mostly focusing on red biotech (north west Italy accounts for around 50% of Italian companies)
- 130 companies, 4.000 employees
- **Core fields:** biotech, pharma, med-tech, processes, environment, agro-food, services etc. Main focus on imaging, tissue reengineering, oncology, CNS, immunology/inflammation and rare diseases
- 1 Innovation Hub: BioPmed, member of the Bioalpine Cluster with Grenoble and Geneva
- R&D system: top ranking public and private research groups (60% in biomedicine), science and technology parks, bank foundations, the Foundation for Biotechnology, the Human Genetics Foundation, training institutions, incubators, clinical institutes, dedicated venture capital (Eporgen Venture and Piemontech)
- Strong competencies in materials, MEMS/NEMS, agriculture and food engineering, chemicals, energy and environment.





# Life sciences and nanotechnology excellences

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SpiderBiotech





# Environment

**Eco-companies** from Piemonte are mainly SMEs, but endowed with a **high propensity to invest in R&D and keeping the pace with global markets.**

- **Fields of activity:** air-noise, energy & renewables, biomass, photovoltaics and solar systems, services and consulting, waste recycling, water management, wind
- Around 1,200 SMES employing 35,000 people
- Turnover: about 3 billion €
- The environment sector in Piemonte accounts for 1% of the industrial sector and 2,4% of the manufacturing companies
- Stable cooperation with national and international universities and research centres and participation in research projects
- 23% of registered patents
- 4 Innovation Hubs:





## Environment excellences

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# Industrial design

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Industrial design from Torino-Piemonte is **internationally recognised as one of the “made in Italy” symbols**

- **Unique versatility and production variety:** car and components design, aerospace, railway, cinema, jewelry, textile, clothing and sportswear, agro-food and wines, home equipment, furniture, fittings
- World-famous design centers and companies operating in a design-focused environment
- Design studios and companies working side by side with research and style centers and prototype laboratories
- 2008: Torino was the first ever World Design Capital and host to the World Congress of Architects





## Industrial design excellences

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**GIUGIARO**  
DESIGN

nicodesign italian eyewear designer



**ALBERTO CARAMELLO**

**UNU**  
one step beyond.



**NUCLEO**



**ARCHILANDstudio**



**adriano design®**

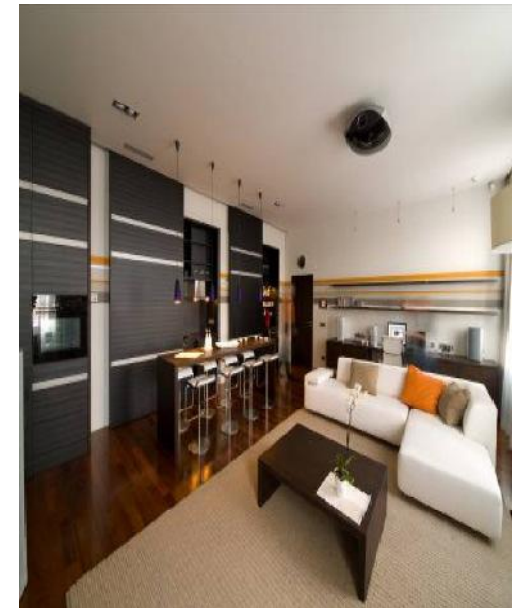




## Home system

Piemonte boasts a **strong tradition in construction and interior design**, with highly specialised SMEs and a top quality building materials production.

- **All segments of activity:** heating ventilation and conditioning heating, sanitary fittings and accessories, stones & marbles, lightning, home textile, houseware
- Highly specialized and top quality products
- Advanced technology and manufacturing know-how
- Constant research and experimentation



[www.piemonteincontract.com](http://www.piemonteincontract.com)

*Piemonte InContract provides a free reserved lane to develop business with 105 top class suppliers active in contract related fields: building, hospitality, public catering, public works and offices, leisure & entertainment, naval industry. The project is promoted by the Piedmontese Chambers of Commerce and managed by Piemonte Agency.*



[www.centroestero.org](http://www.centroestero.org)





## Home system excellences

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1841  
*made in italy*



## Stones & marbles

Piemonte material was used in the construction of: the **Duomo of Milan**, the **Royal Palace of Bangkok**, the **base of the Statue of Liberty** and of the **Christopher Columbus monument in New York**, the **subway stations of Brussels, Singapore and Tokyo**, the **airports of Milan Malpensa, Frankfurt and Amsterdam**.

- Stones are used for: **private and industrial construction** (floors and wall cladding for interior and exterior work, treads, elevations, skirting boards, thresholds, windowsills, window frames, portals, frames, balconies, mantelpieces and columns); **urban design** (street paving, benches, fountains and flower boxes); **home furnishing** (fireplaces, table tops, kitchen and bathroom surfaces)
- 280 enterprises: 110 excavation companies, 160 processing companies, 10 manufacturers of stone-processing machinery
- 1,200 employees
- 54 quarries providing: serizzo gneiss, beola gneiss, granite
- Export: 18 million € per year.





# Household goods

Piemonte is renowned for its **ancient tradition and a high level of metal working expertise** in the production of hand crafted kitchen and dining goods and utensils, which have left a mark in the history of twentieth century global design.

- Piemonte products are for **professional use**, in large kitchens and hotels; **domestic and everyday use**, elegant shapes for displaying on the table and elsewhere: hand crafted kitchen and dining goods and utensils (saucepans, cutlery, electrical household appliances and accessories)
- 220 companies and 1,850 employees
- Export: 230 million €
- 26.9% of the national output of the sector
- Technological capacity, production know how, quality, qualified human resources and constant innovation
- Collaboration with the most renowned Italian and international designers.





## Household goods excellences

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# Sanitary fittings and industrial valves excellences

Piemonte is worldwide famous for the manufacturing of sanitary taps and industrial valves and fittings

- Around 500 companies
- More than 10.000 employees
- 80% of the production is earmarked for export
- More than 50% of the regional turnover of the sector derives from export
- Unique international leadership in design and production of quality products.





# Sanitary fittings and industrial valves excellences

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**GESSI** 

**ZUCCHETTI. KOS**

**NOBILI**   
RUBINETTERIE

**GIACOMINI**   
*Technology in Comfort*



## Agro-food, wines & spirits

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Piemonte offers a **wide range of exquisite specialties** based on artisan or semi-artisan techniques: wines & spirits, sweets and chocolates, cheeses, cured meats, sauces, rice, pasta, truffles, vegetables and fruits.

- **A world-appreciated wine production**

52,000 hectares of land under vines

3,3 million hectoliters of wine/year

- **The largest rice production in Europe**

120,000 hectares grown in an environment friendly way

60% of the national rice cultivation

- **A creative chocolate industry**

A complete production cycle: from toasting of raw cocoa beans to semi-finished pastes and confectionaries.





## Agro-food, wines & spirits excellences

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Slow Food®



**LAVAZZA**  
ITALY'S FAVOURITE COFFEE

**FERRERO**





# Enjoy Piemonte

Piemonte is a land of **history, tradition and culture**.

- **Stunning historical richness**

Roman ruins; Baroque, Rococo, Art Nouveau, avant-garde buildings; UNESCO world heritage sites

- **Culture**

Museum of Modern Art; Museum Contemporary Art in Rivoli castle; Egyptian Museum (second to Cairo); National Museum of Cinema

- **Breathtaking Nature**

Olympic mountains and high summits; Picturesque lakes and islands; Evocative countryside and hills

- **Leisure**

Sports; Thermal Spas; Theatre; Folklore

- **Genuine gastronomy**

Top-class wines (Barolo, Barbaresco, Asti Spumante...); Truffles; Sweets, chocolates and delicacies





# Torino and Piemonte: a successful choice

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Thank you for your attention



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